



GOVERNOR'S COUNCIL FOR WORKFORCE
AND ECONOMIC DEVELOPMENT
EDUCATION. ECONOMIC DEVELOPMENT. EMPLOYMENT.

MEETING MINUTES

Date: January 24, 2014
Time: 9:00 a.m.
Place: Oklahoma State University – Oklahoma City

Call to Order/Welcome

Chair Steve Hendrickson called the meeting to order, welcomed everyone, and gave a brief overview of the day's agenda and explained that there will now be a consent agenda on operational items so more time can be spent on roundtable discussions.

Approval of Minutes

A motion was made by Chuck Mills to approve the minutes of the October 4, 2013 meeting and was seconded by Gilbert Hall. The motion carried unanimously.

Governor Mary Fallin

Chair Hendrickson stated that Gov. Fallin was chair of the National Governors Association this year and created a national initiative on workforce which is "*America Works: Education and Training for Tomorrow's Jobs*". She is widely viewed by her peers in other states as the workforce expert. She and her team are intimately involved with what we do on the Governor's Council. This will be her third visit to the Council.

Gov. Fallin thanked Steve for his chairmanship on the Governor's Council and his service on a national level for workforce and education issues as chair of the National Association of Workforce Boards. He is a great advocate for Oklahoma. She also acknowledged Supt. Janet Barresi, Chancellor Johnson, and Bob Sommers, Secretary of Education and Workforce Development.

She thanked Council members for attending and appreciates the diversity of the group which includes private industry, public agencies, etc. She said that this group has been and will be leading the charge to improve the state's economy, help grow jobs in our state which in turn helps create a better quality of life for Oklahomans. She wants Oklahoma to be a great place to live, work, raise a family, and to invest in. This is a great place to live but we need the workforce so companies can grow and expand and stay in our great state. That's why we are all here. Gov. Fallin appreciates the time Council members give and she also thanked her staff, Katie Altshuler and Jacque Hensley, for the time they spend on workforce and education issues. Katie is their direct contact with the National Governors Association. She also thanked Deidre Myers, who was attending in place of Sec. Parman who became ill.

Gov. Fallin said that there was going to be a roundtable discussion today to talk about an issue that is important to her which is education and workforce skills, and economic development and how they all tie together. She believes that improving educational outcomes and educational attainment levels and the skills we have in the workforce are probably the most important issue

facing our state right now. She feels that it is the most important issue facing our nation right now. It is important to bring more jobs to our state, expand businesses and to help our businesses. Business says they need a skilled workforce. People say they need jobs. Educational attainment will help people get better jobs and a better quality of life. Data shows that the best indicator of income is tied to educational attainment. Education is essential and a guarantee we can have a highly qualified and successful workforce in our state.

K-12 Public Education – Gov. Fallin wants to make sure that our K-12 public schools are not failing our kids. Sometimes they do fail our kids. Some have too high remediation rates, some don't make the grade. She supports the A-F scale for grading schools. She likes the saying, *"inspect what you expect"*. If you don't inspect what's going on, how do you know the expectations – if you don't tell them what it is you expect from them? How do you measure – how do you know if you are doing good or bad or just mediocre? She doesn't want mediocre, she wants our children to have a great education. With Supt. Barresi's help they have done some great things like the A-F grading system, passed a law on reading proficiency that kids need to be able to read by 3rd grade, worked on testing, measurements and accountability to make sure we've got the best teachers possible and that's important.

Another issue they have worked on is that students who graduate from high school actually have a 12th grade education – not a 10th or 11th grade – but when they get their diploma they will have a 12th grade education. Gov. Fallin said that we want people to reach their maximum potential. We are working with legislation to implement reforms with public education and higher education to have accountability and increase our rigor in the state. Once the reforms are fully realized and implemented, we will see results. We are seeing results now but we need to keep the pedal to the metal to make sure that we are following through on it.

Higher Education and Career Tech Centers – Gov. Fallin said that they are both tremendous assets and very important, and they are both partners with each other. We have to increase the number of Oklahomans that seek more education after high school. It could be a certification from Career Tech or an associate degree or higher from one of our colleges. A high school diploma is no longer enough – not only in Oklahoma but in America – in order to achieve the American dream, or to be able to achieve a middle-class life, or beyond that. There are a few exceptions, but on the average, a postsecondary education is needed. Here is why. In Oklahoma, and because of Deidre Myers' great work in looking at data that shows exactly where we are at, we know that one-third of all jobs in our state are only available to those who have just a high school diploma. We know that two-thirds of those people are going to make less than \$25,000 a year, if they have a high school diploma.

Gov. Fallin explained that in our nation and in our state, we have what we call the "new minimum". The "new minimum" is that you have to have some type of postsecondary education beyond high school. This is important for those who are entering into the workforce but it is also important for your businesses. Because if you don't have the skilled workforce that you need, you aren't going to be able grow and expand and our state isn't going to grow and expand and improve the quality of life. We took that data and looked at our jobs between now and 2020 and found that 77% of the jobs created in Oklahoma will require some type of postsecondary education beyond high school. The problem is that only 54% of our population of our current working age adults has something above a high school education. We have a big gap. That's our challenge as a Council. How can we develop a pathway for it so that all Oklahomans and all businesses have the best possible opportunity? How do we bridge the gap? If we don't close the

gap then jobs go to Texas and we don't like that. We like to beat Texas! There are a lot of Oklahomans who are falling short of the "new minimum". This presents a crisis for us and we need to take care of it.

Two years ago one of the steps taken for degree completion was to work with Chancellor Johnson, the college presidents, career tech and the former state director of Career Tech, Dr. Berkenbile and asked them to watch a program called Complete College America. It's not just about colleges but also about career tech and workforce certifications. We count those too when talking about more education attainment for our state. We need to increase our degree completion from 30,500 in 2011 to 50,900 by the year 2023. The goal was to increase degree completion by 1,700 each year. They surpassed that goal by attaining 2,900 each year – thanks to Chancellor Johnson. Add to that her chair of NGA this year and the launch of her initiative, *America Works: Education and Training for Tomorrow's Jobs*, everyone is looking at Oklahoma and what we are doing. We are leading a national conversation. They have held several summits and roundtable meetings to look at best practices around the nation to see what works best. The NGA is working with states to develop a plan. They want to develop for each state a state vision and a state goal. Each state will be different because they have different needs. They are also developing private/public partnerships. The final NGA roundtable summit will be in Oklahoma City on March. There is going to be a Workforce summit on March 26, then NGA will host a roundtable in March 27 and 28. In February, NGA will have their Governors' meeting in D.C. to focus on workforce issues.

Presentation of Commendation and Pioneer Woman to Norma Noble – Gov. Fallin presented a Governor's Commendation and Pioneer Woman statute to Norma Noble for her more than forty years of public service to the state of Oklahoma. More than 700,000 clients in Oklahoma have been served since Norma has been in workforce. The Pioneer Woman is for women who have paved the way for so many other women in the state. Gov. Fallin said to Norma that we appreciate your service to the state of Oklahoma.

Roundtable Discussion

Chair Hendrickson said that the Governor has tasked the Council with several things. One of them is how to measure the success of the Governor's Council in helping to achieve the goals the governor has. The ultimate measure of our success is the household wealth of Oklahomans rather than just income. The Governor has asked us to come up with a roadmap by which we can grade ourselves. How does the skill attainment level for Oklahomans from all of the public and private processes we use that provide skills to Oklahomans equate to an increase in household wealth? In your packets, there is a document that shows how we get to that point of success. She has encouraged us to measure ourselves on how we will be able to increase household wealth and how it is we are looking at outcomes in this group and try to transition from some of the things that we might look at in terms of detailed programs and focus much more on outcomes.

Something else the Governor has tasked us with, which is a continuation of something that the Governor's Council has been doing for years, and that's to work together. In other words, if you are part of an association, a business, or part of a state office, that has a specific responsibility – that's not good enough anymore. What the Governor has tasked us to do is to understand what our roles are in the whole picture of increasing household wealth and understanding how we can work together and cooperate with each other and understand how each piece of the puzzle fits.

Chair Hendrickson said now that the Council has heard Gov. Fallin speak and her charge to the Council, we would like to get the Council's thoughts, comments, questions, etc.

Council Roundtable Discussion

Comments from Council members:

- To measure the success of the GCWED in helping to achieve the goals, the Governor has outlined the ultimate measurement is increased wealth.
- Increased household wealth will require increased job growth, increased workforce participation rate and increased job readiness skills.
- This will require us to focus on outcomes instead of programs.
- The programs and activities of the agencies must be focused on preparing their students/clients for work.
- This needs to translate out to the agencies
- It cannot be done in silos, but through working together and talking to each other – collaboration
- Performance funding has proved very successful
- In order to be truly effective, you have to get faculty engaged, involved and at the table at an early stage of the initiative. They have to own the initiative and the solutions. Need to use data and research to come up with the solutions that are actually addressing the issues.
- Share best practices
- We need to close the skills gap
- Communication is a key element that is often missing - communication to:
 - Students/ job seekers
 - Parents
 - Businesses
- We must get the message out about what we are doing and why – we are doing some great things
- Peer to peer exchanges are needed
- Private sector needs to get involved
- Outreach to small businesses
- Outreach to parents
- Education is the key, but absenteeism is a problem
- Employers using staff meetings to talk about skills attainment is a way to reach parents
- Use agencies to communicate. Include workforce information in routine notices about tax, UI, etc. When agencies communicate to business, include this message.
- Utilize Entrepreneurial Center – get adequate guidance for those wanting to start a business. Help those who want to start a business. Help start-ups understand career pathways and credential needs.
- We must focus on mutual goals.
- Creating solutions to meet - X
 - Increasing credentials and degrees
 - Creating the pipeline of appropriately skilled and credentialed Oklahomans
 - Increasing wealth
- We must consider re-training as well as training
- Utilize career pathways as a way to collaborate in preparing Oklahomans for future careers

- Literacy is a key issue with both students and adults – with parents as well as children.
- We must understand agencies' roles in the overall process.
- We must own each other's metrics
- How do we measure the success of career pathways?
- In 3 years, will we know if Duncan is better off because of implementing career Pathways? Did they increase the wealth of their community?
- Collaboration must be from the top and must include a multi-prong approach (attack).
- Our “new day, new way” (Oklahoma Works) process and regional planning is a way to have regional partners talk to each other, learn about each other, own and achieve the outcomes/ metrics at a regional level.
- Using the dashboard will require agencies to focus on internal changes needed to achieve the common goal and will also show the need to collaborate and partner to achieve their goals. Partnering to achieve outcomes, not partnering because it is required.
- Joe Cordova, Director, OK Dept. of Rehabilitation Services, commended Gov. Fallin for carrying on the torch for making employment of people with disabilities a priority. He said the Dept. of Rehabilitation Services will definitely do their part to increase the wealth of people with disabilities which will help them get off the government rolls and become tax paying citizens. One of the areas that they are measured on from their federal funding agency is the average wage rate of people with disabilities as compared to the general public. Director Cordova stated that he would like to make the commitment to increase that average wage rate. They are currently looking at strategies to help people become better educated, have better skills so that they can get higher wages.
- Norma Noble said that across the state, regional plans – you'll hear it called “New Day, New Way” – regional planning opportunities, where communities come together, all the agencies, private sector individuals, come together and determine for that community, for that region, what the priorities are in terms of employment and what are the barriers, the gaps? How are we going to fill those gaps? The agencies and private sectors need to be at these regional meetings. I hope you all will participate. Career Pathways is a way for you to focus on your initiatives once you determine what your goals are.
- Norma also wanted to thank the Council for the opportunity to serve – it's been a wonderful ride and a great journey! She feels so proud to have been a part of it and to work with all of the people (including the audience) to make it happen.
- Gov. Fallin summed up by saying the discussion today was very helpful to her. She said it is apparent to her that we need to do more outreach, getting the information out, to students, parents, schools, businesses, even inmates (because they need help too when they are released). She agrees with everything that was said today. We need to have collaboration and cooperation between institutions and the private sector. Regionalism in the state is important. Regional efforts are key – different areas have different needs. Cities, counties and regions must look at their own data and plan based on their own needs. Gov. Fallin said to feed ideas and recommendations to her. Tell her what is needed.
- Gilbert Hall invited Gov. Fallin to attend the Oklahoma delegation meeting (sponsored by OAWIB) when she attends the NAWB conference that is coming up the first of April in D.C. Gov. Fallin is a keynote speaker at the conference. She told Gilbert to send her the information and she will see if she can attend.

Chair Hendrickson added that the Governor's Council has received a construct for a dashboard that shows how skills development in the state of Oklahoma leads to an increase

in household wealth. Metrics and measures can be added to it. He asked if the Council wanted to entertain a motion to adopt the dashboard. Chuck Mills made a motion to adopt the dashboard concept. Rachel Hutchings seconded the motion. Discussion followed. Motion carried unanimously.

Committee Updates

Career Pathways Committee – Gordon Andersen related a story when he met Norma at a JTPA meeting 25+ years ago. He began the committee update by saying that they met recently and came up with a mission statement. It reads, *The Career Pathways Committee is the state-level catalyst for fostering and facilitating partnerships which will assure Oklahoma business and industry have an appropriately motivated, educated, skilled, and credentialed workforce.* They will be meeting again in the near future to develop some goals. He said that the Career Pathways committee needs to be a catalyst. In order to do that, they need the right mix of people on the committee. They will be looking into that to see if they can add some people to the committee.

Oversight/Certification – Donnalla Miller stated that the taskforce has been very productive. The review team has included beta testing for at least 2 out of 3 pilot sites which would be Southern and Eastern. The review team tested the tools and the protocol for all of the forms that are being used in the system certification process. That includes the Intent to Apply form, the application form, etc. All regions in the state will have completed their initial orientation to the system building certification process and they will have created leadership teams within their specific regions. Southwest has begun its service mapping process and the South Central region has scheduled its job seekers services mapping session. Eastern has piloted and has begun implementation of the data collection shared in the system which is called GSTARS. This has proven to be a beneficial partner services integration tool for all of the regions in the entire state. So, in essence, this system allows all partners to share data and to make referrals online, to gather and share data on both business services and job seeker services so that partners can direct the issues collectively. Southern has begun its regional unified planning process and are scheduling facilitated sessions throughout the state.

In an effort not only to achieve but also to enhance the outcomes of the system certification, Donnalla said they thought it was important to develop a training curriculum for anybody who works in the system. They are in the process of developing the curriculum and professional development credit will be available and they are also looking into seeing if some kind of certification can be achieved by a person who attends the sessions. Curriculum for Workforce 101 is also being drafted. They are also developing curriculum for *Accessibility for All* and will be offered in the spring. They envision all of the training to be offered this spring and then be offered on a continual basis. Some will be offered online and others will be facilitated and online.

Donnalla said that she is proud to announce that they will be presenting Oklahoma's "New Day, New Way" at this year's National Association of Workforce Boards annual conference in Washington, D.C. There are a lot of states that look to Oklahoma as a front-runner in workforce development initiatives, so we are very excited to be able to take this information and all of our successes, and all of our learning opportunities and to share that with the other states.

Consent Agenda Approved

Discussion and possible action on the following requests:

- a) Bylaw change to allow for quarterly meetings. Meeting dates in 2014: April 4, July 11, and October 3.
- b) Alignment of the Governor's Advisory Committee on Employment of People with Disabilities with the Council's work.
- c) Approval of the Annual Report.

Council member Tim Burg made a motion to approve the Consent Agenda and Council member Gilbert Hall seconded the motion. The motion carried unanimously.

Announcements

- Norma Noble's retirement reception will be held on February 26, 2014, from 2 – 4 p.m. at the Oklahoma History Center, Oklahoma City.
- Gov. Fallin's NGA Workforce Summit will be March 26, 1-4:30 p.m. at the Devon Towers Auditorium, Oklahoma City.

Next Meeting Date

The next meeting of the Governor's Council will be on April 4, 2014, beginning at 9:00 a.m. at Oklahoma State University-Oklahoma City, Student Center, Third Floor Conference Rooms.

Adjourn

The meeting adjourned at 11:10 a.m.

*Respectfully submitted,
Linda Emrich*